# Journal of Advertising Research

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Ending an experiment early can save money. The trick is to stop as soon as the results achieve statistical significance.

Heaton, Eugent E., Jr.
**Increasing Mail Questionnaire Returns with a Preliminary Letter.** No. 4, pp. 36-39

In a survey of automobile buyers, a significantly higher return rate was obtained by first writing a personalized letter informing the respondent of the questionnaire's impending arrival.

Jones, Robert L. See Troldhal and Jones.

Landis, Jack B. **Exposure Probabilities as Measures of Media Audiences.** No. 3, pp. 24-29

A probability-of-exposure index was developed to determine audience size, accumulation and duplication for specific TV programs and magazines. Campaigns can be simulated producing reach, frequency and degree-of-exposure estimates on individuals.

Lipstein, Benjamin. **The Design of Test Marketing Experiments.** No. 4, pp. 2-7

Dr. Lipstein shows how to plan marketing experiments, and notes that even the best laid plans may go awry.

Marks, Melvin R. See Simon and Marks.

Massy, William F. **On Methods: Discriminant Analysis of Audience Characteristics.** No. 1, pp. 39-48

Some vehicles reach virtually the same persons, while others reach quite different market segments. Here's how to measure just how similar various audiences are.

McMurtrey, Lyron T. See Barclay, Doub, and McMurtrey.

Mukherjee, Bishwa Nath. **A Factor Analysis of Some Qualitative Attributes of Coffee.** No. 1, pp. 35-38

Knowing which product qualities are crucial for consumer acceptance may provide considerable leverage in promoting a product. In this experiment, subjects drank a cup of coffee and then rated it on 14 attributes. Attribute most closely associated with overall preference: "genuineness" or real coffee taste.

Nathan, Peter E. and Wallace H. Wallace.
**An Operant Behavioral Measure of TV Commercial Effectiveness.** No. 4, pp. 13-20

Laboratory subjects' willingness to work to see and hear TV commercials correlated highly with recall of the same commercials as measured in the field.

Perloff, Robert. See Byham and Perloff.

Reynolds, William H. **A Stochastic Model of Opinion Solidification.** No. 3, pp. 20-23

Why do strong brands get stronger and weak brands weaker? The Reynolds hypothesis is that the word gets round that a majority favors a particular brand.

Schaefer, Wolfgang. **Scale Measures of Magazine Reading.** No. 4, pp. 21-26

The average and cumulative audiences of eight German magazines were accurately approximated by a 13-point scale of reading behavior.

Simon, Julian L. **Are There Economies of Scale in Advertising?** No. 2, pp. 15-20

This review of the literature gives no conclusive answer, but it indicates that the first ad is the most efficient, and additional repetitions do less and less work.

Simon, Leonard S. and Melvin R. Marks.
**Consumer Behavior During the New York Newspaper Strike.** No. 1, pp. 9-17

When the newspapers stopped, sales of clothing and household goods declined, especially among women who had regularly scanned the ads for bargains.

Stasch, Stanley F.
**On Methods: Linear Programing and Space-Time Considerations in Media Selection.** No. 4, pp. 40-46

Two problems in media selection are when and in which markets advertisements should appear. The author shows how to refine a linear program to incorporate these considerations.

Troldahl, Verling C. and Robert L. Jones.
**Predictors of Newspaper Advertisement Readership.** No. 1, pp. 23-27

Is an ad's readership score a sensitive index of its unique creative treatment? In this study, two non-creative factors, size of ad and product advertised, explained sixty per cent of the variation in readership scores.

Wallace, Wallace H. See Nathan and Wallace.

Watson, John J. **On Methods: Improving the Response Rate in Mail Research.** No. 2, pp. 48-50

An 80 per cent return of a mail survey takes effort and extra pains. This study shows which techniques did the trick for *Business Week*.

Wells, William D. **Communicating with Children.** No. 2, pp. 2-14

Interviewers should use concrete language and the right mixture of rapport-and-skepticism in obtaining information from children. Advertisers should show their products in motion, preferably in "motivating scenes."

Zangwill, Willard I. **Media Selection by Decision Programing** No. 3, pp. 30-36

Decision programing is one up on linear programing because it can handle discounts on larger buys, duplication among vehicles, and availability of the medium, such as in 13-week packages.